

(r) a common land unit for land corresponding to the travel path; or

(s) a combination of two or more thereof.

9. The farming data exchange system of claim 1, further comprising:

(a) a display device; and

(b) the application program is further configured to display at least a portion of the electronic farming record on the display device.

10. The farming data exchange system of claim 1, further comprising a report generating program configured to:

(a) receive via the network interface a request from a farm data customer for a custom farm data report based at least in part on the electronic farm record for the user account;

(b) prepare the custom farm data report based on the electronic farm record; and

(c) transmit the custom farm data report to the farm data customer via the network interface.

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